PLAINTIFF
U.S. District Court - NDCAL
4:20-cv-05640-YGR-TSH
Epic Games, Inc. v. Apple Inc.
Ex. No. PX-0747
Date Entered
By

Kantar ComTech Smartphone KPIs CQ1'20 | USA and Urban China

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The information contained in this report is primarily sourced from third party resources.
Where Apple Market Intelligence information/knowledge is used, it is noted on the slide.
The views of this analysis do not necessarily represent that of the management team of Apple Inc.

Apple Market Research and Analysis
May 2020

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Exhibit
PX 747

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Share highlights from the Kantar CQ1'20 report



Source: Kantar ComTech USA, CQ1'20 Mobile Study

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[redacted]

Smartphone consumer sales share, USA

(includes second hand sales and gifted phones, excludes employer provided and passed on devices)



Source: Kantar ComTech USA, CQ1'20 Mobile Study

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[redacted]

Top selling smartphone models
(includes second hand sales and gifted phones)



[redacted]

Source: Kantar ComTech USA, CQ1'20 Mobile Study

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Reason for purchasing model: Feature specific

Among smartphones purchased for personal use in CQ1'20

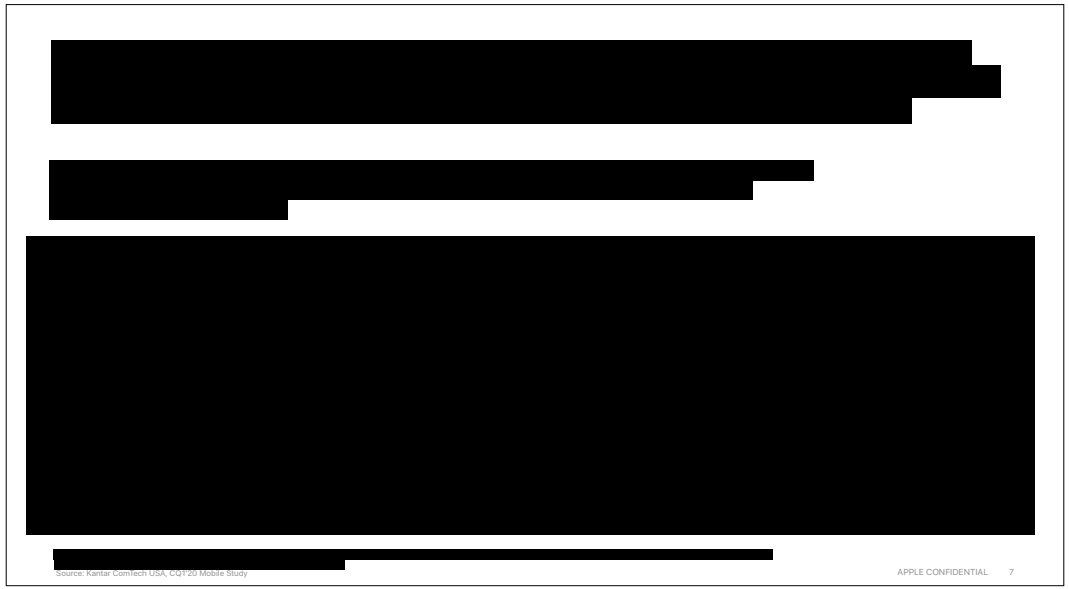


Source: Kantar ComTech USA, CQ1'20 Mobile Study

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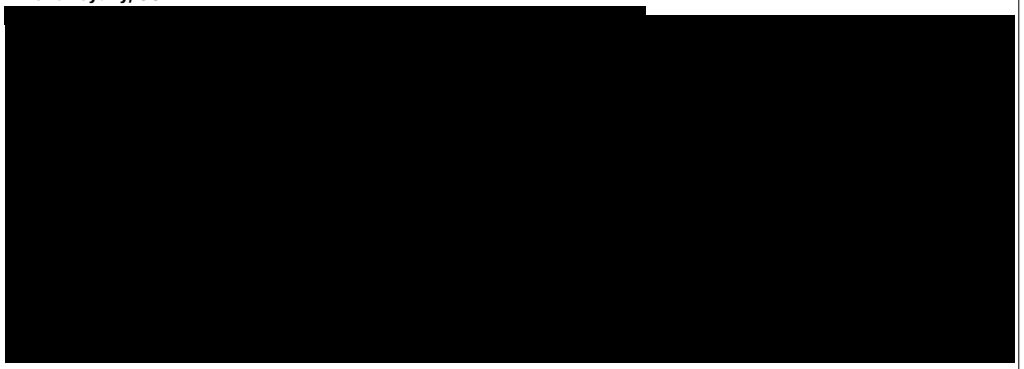
USA Loyalty / Churn special analysis

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Source: Kantar ComTech USA, CQ1'20 Mobile Study
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[redacted]

iPhone Loyalty, USA



[redacted]

Source: Kantar ComTech USA, CQ1'20 Mobile Study

[redacted]

iPhone Loyalty, USA

[redacted]



[redacted]

Source: Kantar ComTech USA, CQ1'20 Mobile Study

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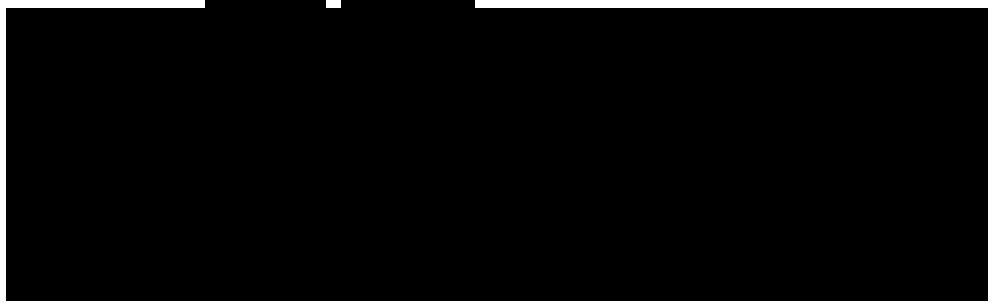
[redacted]

iPhone Loyalty, YoY comparisons

Loyalty by replaced iPhone generation*

iPhone Loyalty by Carrier

iPhone Loyalty by Plan Type**



[redacted]

Source: Kantar ComTech USA, CQ1'20 Mobile Study

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[redacted]

iPhone Loyalty/Churn CQ1'20 | Among iPhone Churners, CQ1'20



[redacted]

Source: Kantar ComTech USA, CQ1'20 Mobile Study

[redacted]

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[redacted]

Profile of USA iPhone Churners, CQ1'20



[redacted]

Source: Kantar ComTech USA, CQ1'20 Mobile Study

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[redacted]

USA Net switchers into iOS, Gain/Loss



[redacted]

Source: Kantar ComTech USA, CQ1'20 Mobile Study

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Urban China

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Share highlights from the Kantar CQ1'20 report



Source: Kantar ComTech Urban China, CQ1'20 Mobile Study

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[redacted]

Smartphone consumer sales share, Urban China

[redacted]



[redacted]

Source: Kantar ComTech Urban China, CQ1'20 Mobile Study

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[redacted]

Top selling smartphone models

[redacted]



[redacted]

Source: Kantar ComTech Urban China, CQ1'20 Mobile Study

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APL-EG_05451586

Reason for purchasing model: Feature specific

Among smartphones purchased for personal use in CQ1'20



Source: Kantar ComTech Urban China, CQ1'20 Mobile Study

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Urban China
Loyalty / Churn special analysis

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[redacted]

Urban China: iPhone Loyalty

[redacted]



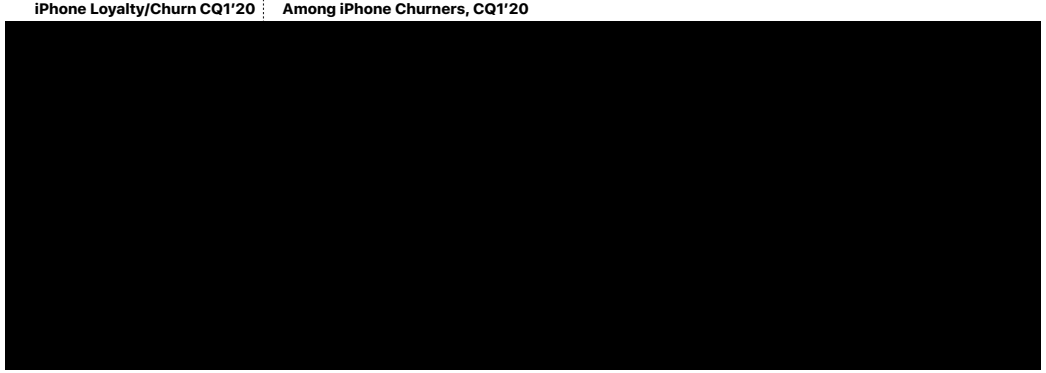
[redacted]

Source: Kantar ComTech Urban China, CQ1'20 Mobile Study

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[redacted]

iPhone Loyalty/Churn CQ1'20 | **Among iPhone Churners, CQ1'20**



[redacted]

Source: Kantar ComTech Urban China, CQ1'20 Mobile Study

[redacted]

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[redacted]

Profile of US iPhone Churners, CQ1'20



Source: Kantar ComTech Urban China, CQ1'20 Mobile Study

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Huawei overview

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[redacted]

Urban China: Huawei Loyalty

[redacted]



[redacted]

Source: Kantar Comtech Urban China, CQ1'20 Mobile Study

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[redacted]



Source: Kantar ComTech Urban China, CQ1'20 Mobile Study

Appendix

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Important note on coverage

The Kantar ComTech survey panelists are residents of the country, and survey results represent consumers and residents of that country.

Purchases made in the country and taken to / activated in other countries (grey market units) are not captured in these surveys. These results represent consumption in that country only.

Survey results include only purchases for personal use and as a gift among consumers who are 16+ years of age. Enterprise sales are not reflected in the results.

Some second hand sales of older models are captured in this consumer survey.

In addition, results on bought new devices include only those who purchased for self, and these results exclude devices that are gifted or received.

Please keep this methodology in mind if comparing these survey data to Apple internal numbers.

Understanding the Mobile Phone Market

Collect

Consumer interviews among the same panel every month over time

Measure

- Mobile Ownership
- Carrier Connections
- Mobile Sales
- Device and Bill spend
- Usage
- Trends

Profile

- Mobile phone owners
- Smartphone owners
- Carriers
- High value groups
- Devices
- Usage groups

Examine

- Market make-up
- Perfomance
- Consumer behavior
- Threats
- Opportunities

Method: Kantar Worldpanel ComTech is an independent market research service conducting longitudinal consumer surveys, measuring ownership and purchasing of device, carrier connections, billing and usage in the consumer technology market. Respondents are recruited to represent each country's population by demographic and region and screened to exclude those who complete other related surveys. Respondents are incentivized through a redeemable points system which, combined with a simple interview, leads to high panel retention rates (on average circa 80% per year) and improved data quality.

The Enterprise market is not covered within this study. Surveys are conducted at least once per month amongst all consumers belonging to the survey - enabling short recall, accurate trending and brand loyalty/switching analysis.

Charts with sample sizes that fall below 50 (where % share and data become less significant) are clearly indicated. Consumer survey panel data should be used to inform on ranking/trend movements and (as with all research) is liable to some statistical error, depending on sample size and consumer response.

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Time Periods

Time Period	Purchasing	Ownership
[redacted]		

Purchase data is run on a quarterly basis in order to provide the most significant base size for robust analysis and represents the majority of the data contained in this report.

Ownership data is used for measurement of market size (installed base) during a monthly snapshot in time, and a few select additional analyses.

- As Kantar's panelists complete the questionnaire repeatedly every month, if the ownership data were run on a quarterly basis it would count each panelists ownership multiple times and therefore over-read the market.
- Using ownership rather than purchasing for additional analysis (e.g. demographic profiling) provides a larger base size which allows deeper granularity, but is also not restricted to recent purchasers providing a most holistic understanding of the brand or OS being analyzed.

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USA Survey Information

Methodology	[redacted]
Coverage	
Monthly Interviews	
Yearly Interviews	
Weighting	

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Urban China Survey Information

Methodology	[redacted]
Coverage	
Monthly Interviews	
Yearly Interviews	
Weighting	

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Kantar ComTech coverage in China



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Kantar ComTech Smartphone KPIs

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